GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:1319
ANSWERED ON:02.03.2001
EXPORT PROMOTION COUNCILS
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government have any plan to create more Export Promotion Councils in the country to facilitate the export of garments, leather, gems and precious stones, spices and food products;

(b) if so, the details thereof for the next three years;

(c) whether these Export Promotion Councils are instrumental in the total exports from India, fetching millions of dollars as foreign exchange every year;

(d) if so, the details thereof; and

(e) the measures taken by the Government to improve the magnitude of the exports from the country?

Answer

MINISTER OF COMMERCE AND INDUSTRY (SHRI MURASOLI MARAN)

(a) & (b) : Export Promotion Councils (EPCs) areset up by the Industry to promote exports of products relating to a particular segment of the Industry and then recognised by the Government on fulfilling criteria for recognition of new EPCs.Approved EPCs to facilitate and promote the exports of garments, leather, gems and precious stones are already in existence and no request or proposal has been received from the Industry to create more EPCs for export of these products. Similarly, Spices Board for exports of spices and Agricultural and Processed Food Products Export Development Authority for export of food products are already working. However, the Government have recently finalised revised guidelines for setting up of new export promotion councils subject to fulfilling prescribed criteria and these have been circulated on 11th October, 2000 to the Industry through EPCs etc., for guidance.

(c) & (d) : The Export Promotion Councils are playing an important role in stimulating and diversifying the country`s export trade by undertaking following activities:

1. Planning strategies, both on medium and short term basis to stimulate exports of products and commodities from India

2. Organising market surveys, sponsoring trade delegations, arranging participation in trade fairs/exhibitions and buyer-seller meets abroad.

3. Sponsoring sales cum study tours and participation in trade fairs and exhibitions by individual exporters.

4. Undertaking publicity and advertisement in overseas markets to popularise Indian products.

5. Contesting anti-dumping duty and counter vailing duty cases abroad.

6. Collecting market intelligence data and disseminating to their members.

(e) : Keeping in view the market conditions in various countries, efforts are made to exploit such market potential to achieve maximum gains in trade. Recently, all EPCs, Commodity Boards andExport Development Authorities were requested to finalise medium term export strategies for the next five years to enhance exports of products and commodities from India by engaging experts/consultants. A brain storming session was also organised in December, 2000 under the aegis of Federation of Indian Export Organisations in New Delhi wherein senior functionaries of EPCs, Commodity Boards and Department of Commerce participated to review the existing export promotion measures and to make suggestions on ways and means to further improve their efficacy.

Export promotion is a continuous process and the Government has taken various measures which, inter-alia, include reduction in transaction cost through decentralisation, simplification of procedures and various other measures as enumerated in the Export-Import Policy. Steps have also been taken to promote exports through multilateral and bilateral initiatives, identification of thrust sectors and focus regions for giving special attention. The Government also supports various activities/efforts of the Export Promotion Councils and Commodity Boards etc. by providing financial assistance under the Marketing Development Assistance Scheme.